

## ORDER



**Orders**  
**Order / Rev:** 721131  
**Alt Order #:** 06366808  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 2106  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** Political

**WJXX-TV**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	17	\$6,640.00	\$5,644.00
10/29/12	10/29/12	6	\$7,010.00	\$5,958.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$6,640.00	\$5,644.00	0.00
November 2012	6	\$7,010.00	\$5,958.50	0.00
<b>Totals</b>	<b>23</b>	<b>\$13,650.00</b>	<b>\$11,602.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WJXX-TV	8%	\$13,650.00
Market	100%	\$170,625.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WAWS	15%	\$25,593.75
WCWJ	0%	\$0.00
WJXT	30%	\$51,187.50
WTEV	21%	\$35,831.25
WTLV	26%	\$44,362.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/23/12	10/26/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	- TWTF - -	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF - -		4		\$90.00		0.00					
E 2	WJXX	10/23/12	10/26/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	- TWTF - -	:30	4	\$120.00	P-3	0.00	NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	- TWTF - -		4		\$120.00		0.00					
E 3	WJXX	10/23/12	10/26/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 721131  
 Alt Order #: 06366808  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 2106  
**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WJXX	10/23/12	10/26/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-TWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-TWTF--		4			\$200.00		0.00				
E 4	WJXX	10/23/12	10/23/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-T-----		1			\$1,700.00		0.00				
E 5	WJXX	10/26/12	10/26/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	----F--		1			\$800.00		0.00				
E 6	WJXX	10/28/12	10/28/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$200.00		0.00				
E 7	WJXX	10/28/12	10/28/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$900.00		0.00				
E 8	WJXX	10/28/12	10/28/12	Sun Prime C Revenge	CM	9-10p	-----S	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	-----S		1			\$1,400.00		0.00				
E 9	WJXX	10/29/12	10/29/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	M-----	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$90.00		0.00				
E 10	WJXX	10/29/12	10/29/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	M-----	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$120.00		0.00				
E 11	WJXX	10/29/12	10/29/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$200.00		0.00				
E 12	WJXX	10/29/12	10/29/12	Mon Prime Other	CM	8-10p	M-----	:30	2	\$2,400.00	P-3	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		2			\$2,400.00		0.00				
E 13	WJXX	10/29/12	10/29/12	Mon Prime C	CM	10-11p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	M-----		1			\$1,800.00		0.00				
Totals													23	\$13,650.00	